LuckyVitamin Leverages FullStory to Break Down Data Silos and Reduce Time to Resolution by 20%
LUCKY VITAMIN BREAKS DOWN DATA SILOS WITH FULLSTORY TO DELIVER BEST IN CLASS OMNICHANNEL EXPERIENCE

Getting teams on the same page with a shared customer data set via FullStory

Teams at Lucky Vitamin were working from a variety of different data sources to try to improve the digital customer experience. The product team had unique tools to measure experience, support had their own data, marketing used different tools to measure conversions, and so on. But the organization knew that to make seamless improvements across the entire digital customer journey, they needed to operate from a shared set of customer data. With FullStory, teams now have access to a single source of truth about the customer’s digital experience, which allows for clear communication, less back-and-forth, more efficiency—and ultimately, a seamless experience for customers across touchpoints.

Contextualizing and prioritizing the most impactful product fixes and improvements with FullStory

Before FullStory, the Lucky Vitamin product team had tools that alerted them to errors on their site, but they had no real way of understanding what users were actually experiencing or how large the impact of the error was. Today, they are able to build out segments in FullStory to monitor their most important user flows for errors. FullStory provides much needed context to these issues via session replay. The team is also able to evaluate the business impact of these errors, attributing dollars lost to each bug. This helps them prioritize the most important issues and lessen some of the noise from lower impact bugs.

Reducing time to error resolution with additional context from FullStory

With FullStory’s Session Replay and Dev Tools, Lucky Vitamin’s product, support, and development teams can get complete context around any bugs or errors users are experiencing. They are able to quickly diagnose the root cause of the issue and—with additional diagnostics such as the user’s geographic location, device type, and more—reproduce the bug to ensure a correct fix. What previously took days to solve can now be solved in a matter of hours.

Vishal Arora
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RESULTS

20% reduction in time to error resolution

5 Lucky Vitamin teams now using one unified customer data set

1 seamless digital customer journey